From: LORENER --VUS0212A
To: PMITELEX--VUS0212A
Subject: ALPINE FOR SINGAPORE

Date and time 12/20/85 18:21:59
FCATON --VUS0212A Patricia Sabatino

TO: TAFT TONG

FOLLOWING UP ON MY CONVERSATION WITH LILLIAN YESTERDAY, HERE ARE MY COMMENTS RE ALPINE 10'S BOX AND CARTONS FOR 10'S AND 20'S.

10'S BOX

IF THE "MADE IN U.S.A." AT THE TOP OF THE FRONT PANEL CAN BE MADE BIG ENOUGH TO BE REVERSED OUT IN WHITE WITHOUT DISTURBING THE SYMMETRY OF THE PACK, I WOULD PREFER THAT FORMAT. IF THAT CANNOT BE DONE, I DO NOT THINK THAT PRINTING IN GOLD ON THE BLUE AREA WOULD MAKE THE "MADE IN U.S.A." PROMINENT ENOUGH SO THE OTHER FORMAT, WITH "MADE IN U.S.A." ON THE WHITE PORTION PRINTED IN BLUE (LIKE THE SOFT PACK CLOSURE) WOULD BE PREFERABLE.

10'S CARTON

TOP PANEL - AS I DISCUSSED WITH LILLIAN, THE "200 CIGARETTES" AND "MADE IN U.S.A." SEEM TO BE TOO HIGH, TOO CLOSE TO THE FOLD. WE AGREED THAT THEY SHOULD BE NO HIGHER THAN THE TOP OF THE BLUE PANEL.

SIDE PANEL - RATHER THAN THE SIDE BY SIDE ARRANGEMENT, THE "ALPINE" AND "MENTHOL" SHOULD BE STACKED AS ON THE TOP AND END PANELS. THE BLUE PANEL SHOULD ALSO BE CONDENSED SO THAT IT DOES NOT COVER SO MUCH OF THE PANEL. AT THE BOTTOM OF THE PANEL, IN THE WHITE SECTION, AT THE EXTREME LEFT "PHILIP MORRIS INC., RICHMOND, VA. 23261" AND AT THE EXTREME RIGHT "MADE IN U.S.A". (THIS PRINTING IS ON ONE SIDE ONLY.)

END PANEL - ON THE ACCORD 10'S WE HAVE THE LOGO SLIGHTLY ABOVE CENTER AND AT THE BOTTOM OF THE PANEL IT SAYS "200 CIGARETTES 10'S". I THINK IT WOULD BE MORE STANDARDIZED IF WE DID IT THAT WAY ON THE ALPINE 10'S CARTON AS WELL.

FOR THE ALPINE 20'S CARTON 200 pack - artwork already in Richmond

SEE IF THE SIDE PANEL WOULD LOOK APPROPRIATE LAYED OUT LIKE THE 10'S (ABOVE). IF NOT, KEEP IT AS IS.

THE END PANEL LOOKS OKAY, BUT PERHAPS THE "200 CIGARETTES" WOULD LOOK BETTER SLIGHTLY LARGER (WOULD IT SIT BETTER AT THE BOTTOM OF THE PANEL OR WOULD YOU PREFER IT AT THE TOP?)

ALPINE TIPPING PAPER

I THINK WE ARE SET ON HOW THIS SHOULD LOOK. WE ARE JUST AWAITING THE ARTWORK.

MERRY CHRISTMAS AND HAPPY NEW YEAR.

LESLIE

1/3
rec'd - 200 carton
- tipping paper
HU - pushback 10s box for USTE
legend
waiting for 10s carton
Soft delet
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